

BEAUTY TRADES REVIEW

Now You Can Enjoy Your Share Of Profitable Cosmetic Business

NO LONGER is there any valid reason for allowing the department stores and the drug stores to hold the major part of America's retail business in cosmetics and other toilet preparations.

Fundamentally, the beauty shop is the most logical of all retail outlets for merchandise appealing to women.

Now the Fair Trade Laws, in effect throughout a large part of the United States, have removed the one major obstacle standing between your shop and a substantial profit on resale business. Under these laws, cut-price competition on most of the preferred lines becomes a thing of the past. You can now sell toiletries because your competitors are no longer able to give them away as "loss leaders."

These laws create a wholly new opportunity for you. To take advantage of it, however, you must qualify as a merchant. With skilful buying and capable selling, you can be assured of an all-year business that will pay the rent and contribute liberally to your net profit. Opportunity does not always wait. It will pay to act quickly.

● MAY, 1937

"We expect our dryers
to help us make more money" . . .



"That's why we use
TURBINATORS"

"We have a lot of customers who find it hard enough to spare the time for their appointments. When they do come in, they don't want to waste their time under slow blistering-hot dryers.

"That's why we believe in making sure of our profits. We use Turbinators because we know our customers can get their hair dried quickly and be on their way — and you'd be surprised how that's appreciated.

"What's more important, customers will come in a lot oftener once they find they can get out in a hurry — and that means extra business for us."

★ ★ ★

Mail the coupon today for the illustrated booklet which describes the profit-building features of the Turbinator.

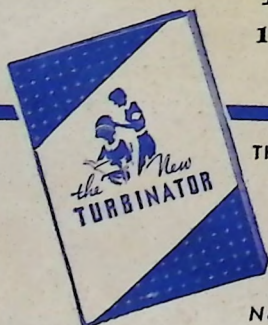
Just fill in and mail the coupon below for your copy of the free 24-page book, illustrated in color, which completely describes the many desirable features of the Turbinator. Mail it today.

THE MARTIN BROTHERS ELECTRIC COMPANY

1858-1890 East Fortieth Street

Cleveland, Ohio

Manufactured in Canada by Chas. A. Branston, Limited, Toronto, Ontario



THE MARTIN BROTHERS ELECTRIC COMPANY • 1858-1890 East 40th Street, Cleveland, Ohio

- ☐ Mail me a copy, without cost, of the new 24-page illustrated booklet.
☐ Please arrange a demonstration of the new Turbinator.

Name _____

Address _____

City and State _____ Dealer _____

For Coronation Curls
use **"GOODY"**
GIANT CURLERS



TWO STYLES
Elastic Clasp-Wire Clasp

TWO SIZES
Short-Long

Only "Goody" Wave Clips
have the patented diagonally
interlocking teeth. This exclusive feature
insures perfect customer
satisfaction!



"GOODY" WAVE CLIPS
are available in
FOUR POPULAR SIZES
PETITE • SHORT • LONG • MEDIUM

The "Goody" Giant Curlers are just what you need for those smart Coronation Rolls and Puffs. They are also so practical for the popular reverse rolls. These extra large curlers . . . made by "Goody" only . . . produce beautiful rolls and puffs which require little or no combing out.

Your jobber carries a complete variety of "Goody" products to help you serve the individual requirements of your patrons.

H. GOODMAN & SONS, INC. *Harborside Building* JERSEY CITY, N. J.

BIG DEMAND!

DEALERS THROUGHOUT THE EAST HAVE PREPARED FOR THE BIGGEST DEMAND FOR KOKEN EQUIPMENT IN YEARS!

The Koken factory has been going at a high pitch to keep up with the extensive demand for equipment.

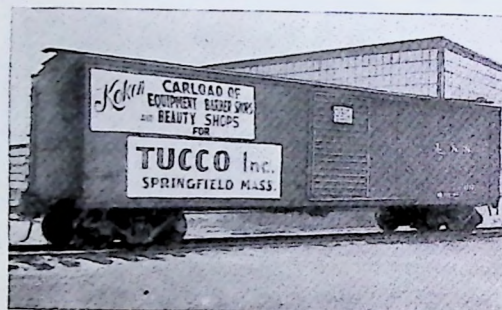


Tripoli Barber and Beauty Supply Co.,
Philadelphia, Pa.

Carload shipment orders have been coming fast, from leading barber and beauty supply houses which anticipate big demands.



Ben Messey,
Camden, N. J.



Tucco, Inc.,
Springfield, Mass.



Rhode Island Barber Supply Co.,
Providence, R. I.



New England Barber Supply House,
Boston, Mass.



Wadanola Barber and Beauty
Supply House,
Syracuse, N. Y.



Diele and Son Barber and Beauty
Supply Co.,
Bridgeport, Conn.

KOKEN COMPANIES

3400 MORGANFORD, ROAD, ST. LOUIS, MO.
NEW YORK OFFICE — CHANIN BLDG., 122 EAST 42nd ST.

BEAUTY TRADES REVIEW

The Exponent of Professional Practice in the Beauty Shop

Published Monthly by Beauty Trades Bureau, Inc., at 271 Madison Avenue, New York, N. Y.

Vol. 5

MAY, 1937

No. 5

Will Department-Store Kits Curtail Permanent Waving Sales?

CONSIDERABLE anxiety has developed in some quarters as the result of the growing sale in large department stores of permanent waving outfits for home use.

Several varieties of these items have appeared in various parts of the United States. They purport to offer waves created with the aid of electric heaters, waves involving the use of chemically generated heat, and more recently, methods whereby hair may be permanently waved without the use of heat.

Prices noted range from \$3.00 for a package containing some supplies and some very crude heaters, down to a dollar for a package of supplies that are supposed to create the wave without using heat at all.

Distribution of this merchandise seems to be developing through drug and novelty store channels to some extent, but the point of grave danger appears to be the large department stores that are supposed to be careful in the selection of the merchandise they sell. When these stores offer such products, their customers are likely to feel that the goods are dependable and safe.

Facts About Home Kits

Examination of some of the home-waving kits leads to some definite conclusions as to the merit of these lines—information which should be brought to the attention of the merchandise managers and buyers of the department stores and chain drug houses.

As to the kits that include electric heaters, those that have been examined are so badly designed and made that when one of them is connected to an ordinary 110-volt lighting circuit there is a wide-open chance of serious injury to the user. While alternating current at 110 volts may not cause a fatal shock in the ordinary case, there are plenty of cases on record where such current has caused instant death when passed through the body of a person afflicted with heart disease.

It is manifestly impossible to design a set of heaters, properly insulated, to utilize flexible cord of good quality and to put out a unit of such character for three or four dollars. In one device of this sort, examination

showed that the ends of the wires were fastened into the heaters with what appeared to be sealing wax. A slight pull on the wires resulted in pulling the contact apart so that the bare terminals of the wire were exposed. It is not at all difficult to see how the average woman, wholly unacquainted with the technique of electrical devices, might be the victim of a very serious accident with such an outfit.

In the case of the home kits that depend on chemically generated heat, it happens fortunately that valid existing patents are infringed. As the result of good work by the owners of the patents, these products have made little headway and seem unlikely to cause much disturbance in the market.

Chemicals Must Be Strong

The third type depends wholly on the use of chemicals to soften the hair. The chemicals used for this purpose necessarily must be very strong and usually the directions call for continuous application of the chemicals over a period of anywhere from six to ten hours.

As to such methods, the principal point to be noted is that any chemical softener which is sufficiently powerful to give the results claimed is liable to be sufficiently powerful to do a large amount of harm to the user. This fact is borne out by actual experiences, at least some of which are going to result in damage suits of large proportions. It is quite likely that after a department store has had one experience with such a case, it will abandon the sale of such merchandise.

It is quite possible, of course, that some manufacturer may be able to produce or may have produced a home waving outfit of purely chemical character that is safe and harmless. To ascertain whether such an item has been offered would involve the necessity of testing all of the various kits now on the market, which would be a sizable and costly undertaking. It is not fair, therefore, to condemn all of them, but it is a fact that some of them have caused serious damage to users. Consequently, it seems only fair to suggest that if any manufacturer of home waving kits is going to offer

(Continued on page 24)

If an Accident Occurs

Use Your COMMON SENSE!

TAKING into consideration the natural cussedness of inanimate objects, plus the frailty of humans, it is practically impossible to conduct any kind of business without some possibility of accidents that may result in more or less serious injury to patrons.

The ordinary retail store always takes the chance of having a customer fall over a turned-up rug or mat or get a hand caught in a door or slip and fall on a waxed floor. These are common hazards and account for very large amounts paid out every year by the liability insurance companies of this country.

In the beauty shop, the possibilities of accident are largely dependent on the amount of care used in carrying on the business. Any shop owner can avoid most accidents and injuries. But there are bound to be some that could not be foreseen and against which no amount of care and caution would be effective.

Negligence Charged

Regardless of the actual facts, it is safe to assume that in most cases arising in connection with beauty work the shop owner and operator will be charged with negligence, assuming that the alleged damage is sufficiently serious to warrant legal proceedings.

Damage suits against beauty shops have become very common of late years, particularly in the large cities. Some of them are legitimate. Some are merely efforts to collect unreasonable amounts for inconsequential injuries. And a great many are wholly without foundation, merely attempts by small racketeers to shake down the shops for whatever can be obtained.

It is the height of folly, therefore, for any shop owner—not excluding those who operate in small or rural communities—to proceed on the theory that it will never be necessary to defend a law suit. Sooner or later

one is apt to be brought, perhaps without warning of any kind.

The safe course of procedure for every shop owner, of course, is to rely on dependable legal advice as a means of guarding against situations which may be costly in the event of litigation of this character. Unfortunately, it is the common practice of hairdressers to consult a lawyer after trouble has arisen. Often, if the lawyer's advice were obtained and followed before the trouble occurs, there would be no trouble. Even in legal matters, an ounce of prevention is apt to be worth more than a pound of cure.

Get Good Legal Advice

There can be no substitute, either, for competent legal advice obtained locally. There is a vast difference in the laws of the various states. The lawyer who is perfectly competent to advise you as to what your conduct ought to be if you happen to be located in the State of Washington is likely to be equally incompetent to advise you with regard to what you ought to do to keep out of needless trouble in the State of New Hampshire.

Likewise, it is worthy of note that when someone offers to sell you a book on law, the answer invariably and emphatically should be "No." In legal matters, a little knowledge is much worse than no knowledge at all. So it does not pay to get the impression that any book offered for a few dollars can provide the legal knowledge which a shop owner would require in order to avoid some of the common pitfalls.

For these reasons, one of the first things every shop owner should do, on setting up in business, is to make arrangements with some really competent attorney, whereby he will be ready for consultation whenever needed. Or, if there happens to be a trade association in the locality which retains counsel to advise its

members, it is wise, of course, to join the association, pay the dues and enjoy the benefit of such service, with the understanding that under such circumstances the function of the legal advisor of an association does not extend to the point of giving detailed legal advice on special matters without charge. Even the lawyer has to pay rent and eat. Sometimes he does not find it too easy.

It is the purpose here, however, to point out a few universal principles which every shop owner should keep constantly in mind, against the day when an accident happens and someone claims compensation for an injury.

In the very first place, it is very important to have a definite arrangement with a reliable physician who can be called in case of accident.

The arrangement should be more specific than merely the suggestion, "if anyone is ever injured in my shop, I may call on you." Wiser, by far, is an agreement whereby the physician receives a small annual fee, for which he makes perhaps three or four inspections of the shop during the year, so as to be able to testify, in case of need, to the care habitually taken to protect patrons against disease and injury.

Don't Play Doctor

The next point, and this is vitally important, is this: Don't ever attempt to render any service beyond necessary first aid in any case where a customer claims to have been injured. Always call the doctor; or, if the injury is obviously slight and the customer objects to your doing so, write a note to your medical consultant, keeping a carbon copy of it, and give the original to the customer with the request that she call on the physician immediately for an examination.

Under no circumstances should you rely on the use of any dope of any kind which has been sold to you

with the representation that it will cure scalp burns or work other impossible marvels.

Remember this: After an injury, your conduct must be guided by one thought—"what is going to happen when I am telling this story to a jury?"

Let's assume that you decide to save a small fee for medical service to a patron who claims to have been injured in some way. She says her scalp has been burned in the course of giving her a permanent wave. So you smear some ointment or pour some liquid on her head and send her on her way with the assurance that the burn is not serious. Later the case comes on for trial. You are on the witness stand, under vigorous cross-examination by the attorney for the injured customer. Perhaps it runs this way:

Try These Questions

Q. When Mrs. Jones complained to you that her scalp had been burned, did you call a physician to examine her? A. No.

Q. What did you do? A. I looked at her scalp and could not see anything that looked like a burn, but I put some ointment on it.

Q. Did you tell Mrs. Jones that the burn was not serious. A. Yes.

Q. Are you a licensed physician? A. No.

Q. Have you been trained in determination of the degree of such burns? A. No.

Q. Do you know the difference between a first-degree and a second-degree burn? A. No.

Q. You did not know, then, whether Mrs. Jones had received a first or second degree burn? A. No.

Q. And you were not sufficiently interested to call a physician or even to suggest that she should go to a physician to find out whether the burn was serious?

At that point, what is your answer going to be? And what impression do you suppose the jury has gathered by this time?

The jury has come to the conclusion, perhaps, that you were quite indifferent at a time when you should have been deeply solicitous regarding your customer's welfare. If so, this impression may have a very substantial influence on the verdict.

If the case happens to arise out of the claim that a customer has been infected while obtaining service in your shop, the fact—if it is a fact—that you permit the use by your operators of common combs, brushes and other implements without their being completely sterilized in each case, is sure to be brought out on trial of the case. Consequently, such practices constitute a wide-open invitation to trouble.

It May Be Serious

Another bit of practical advice: Don't assume that because an injury seems to you to be of no importance it may not evolve into a large lawsuit.

A small injury, plus a crooked negligence lawyer, plus some skilled perjury, plus a little unwise conduct on your part. These are the ingredients for a judgment that will wipe you out.

When you are dealing with an accident, always try to visualize that jury. Try to handle the matter in a way that will convince twelve good men and true that you have done everything you should have done and that you have shown the utmost consideration for your customer throughout.

If you carry malpractice insurance—which is the only possible safeguard against being put out of business at any time—don't try to conceal from the insurer the fact that an accident has occurred or that a patron has claimed to have received an injury. Your policy probably contains the requirement that you must give immediate notice in case of any injury or claim of injury of any kind. You may think that the matter is unimportant, that you can settle it for a few dollars and prevent the insurer finding out about it. If you try this and the claim develops into something involving a large amount of money, your violation of the immediate-notice provision of your policy may result in relieving the insurer of all liability, in which case you not only will have to pay the cost of defense but, if you lose the case, you will have to pay the judgment—if you can.

Bear in mind, also, that if in the conduct of your shop you indulge

in anything that looks like misrepresentation or fraud, it may count heavily against you in case you find yourself in court defending a damage suit. If, for example, you have advertised a certain nationally-known brand of permanent wave and your customer claims a serious scalp burn, if it can be shown that you used bootleg material in giving the wave this fact alone may be sufficient to wreck your defense.

Most beauty shop claims are small. But not all. In one case the judgment was for \$175,000.00. Awards of \$2,500.00 to \$5,000.00 are not altogether rare. Even a judgment for \$500.00 is a very serious matter to the average shop.

If you use unapproved products that are inherently dangerous, or if you take all possible care and precautions with regard to the character of the service you sell but fail to use good judgment in dealing with the situation when a claim occurs, you may find yourself deprived of your business and of everything else which can be seized and taken from you to pay a damage award.

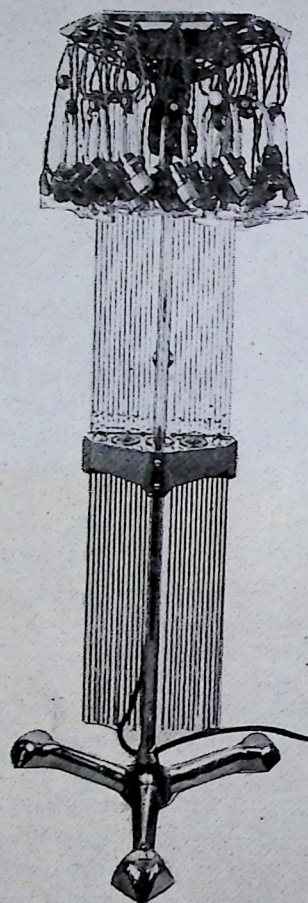
Insurance May Be Void

Even the best insurance will not protect you if you indulge in any practice which is violative of the law. Your policy probably contains a provision to this effect. But whether or not the provision is there, no insurance company can undertake to cover a risk arising out of the violation of the law. Consequently, the temptation to indulge in a little substitution of a sort that involves defrauding your customer may be just the thing that will leave you out on a long limb when something goes wrong. Again, ask yourself, "What would a jury think if I had to admit under oath that I had done that sort of thing?"

If you keep these points in mind, you can minimize the danger of accident claims. And, also, you can build for yourself in your community a reputation for being careful—which is a very large asset to any shop owner.

Many of the claims made on account of supposed injuries sustained in beauty shops are wholly fictitious. A second article, to appear in June, will deal with such cases.

Is it as Good



EUGENE MACHINE

Its efficiency and dependability have been proved over many years



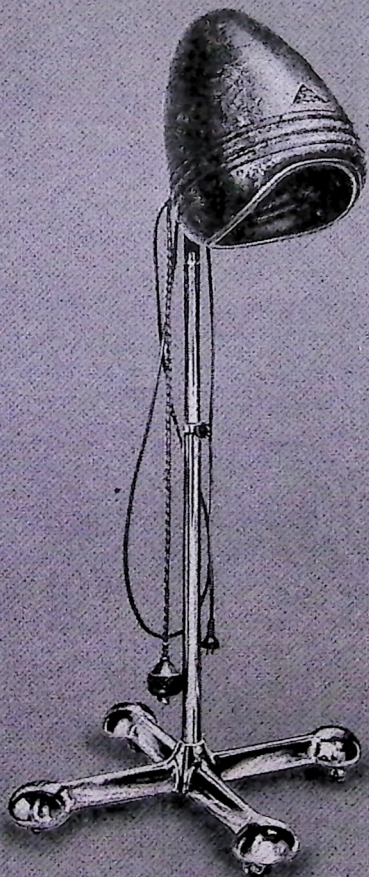
EUGENE SACHETS

Inferior substitutes are foolish with Eugene Sachets priced at \$20 per M

HAVING TROUBLE with untried merchandise? Wasting time learning new waving tricks? *For what?* In the end, you cannot turn out more successful work than with Eugene Equipment.

Eugene equipment and merchandise have built successful businesses for thousands of shops all over the world. Machines—dryers—sachets—Eugene always brings you the most modern scientific improvements. And always at prices commensurate with the highest quality.

as Eugène's?



EUGENE DRYER

Super-speed; super-quiet; super-comfort; super-saving



EUGENE WAVED HEADS

Photos of Eugene permanents, recently waved in London, England

DEPENDABLE, in rush hours and rush seasons. **ECONOMICAL**, at all seasons.

Stick to the standards of Eugene precision and perfection, and success will stick to you! Eugene's position in the permanent waving business is perhaps best reflected by the question at the top of the page—so often heard when a hairdresser is shown some other equipment. She asks: "Is it as good as Eugene's?" *And the question is its own answer.*

EUGENE, LTD., 521 Fifth Ave., New York...Paris...London...Berlin...Sydney

Where Space Is At A Premium The Shop Must Be Skilfully Planned

The Compact Shop Requires Architectural Skill In Layout

COMPACTNESS is sometimes essential in designing a shop to suit a location which is desirable from all other angles but which provides relatively little space. Under such circumstances, the question of layout becomes all-important and the arrangement should be made the basis of very careful study, with a plan drawn to scale in such way as to show the prospective location of every piece of furniture and equipment as well as the working space which will be available when the job has been completed.

It does not require an expert to design a kitchen adequate for a family of five people when 350 square feet of space can be utilized for the purpose; but when the problem to be handled involves laying out a dining

car kitchen which will serve the requirements of a hundred people without serious complications and it has to be put into less than a hundred square feet the expert is indispensable.

The same principle is involved in designing the compact beauty shop—a fact that has come to be recognized by many of the country's more progressive supply dealers, who today are prepared to undertake the task of laying out any shop of this type in such manner as to insure maximum efficiency in the least possible space.

No shop owner should attempt to put a ten-booth shop into a five-booth location merely to save a few dollars in rent. But if it happens that in a selected spot which offers many advantages otherwise it is possible to obtain only a very limited amount of

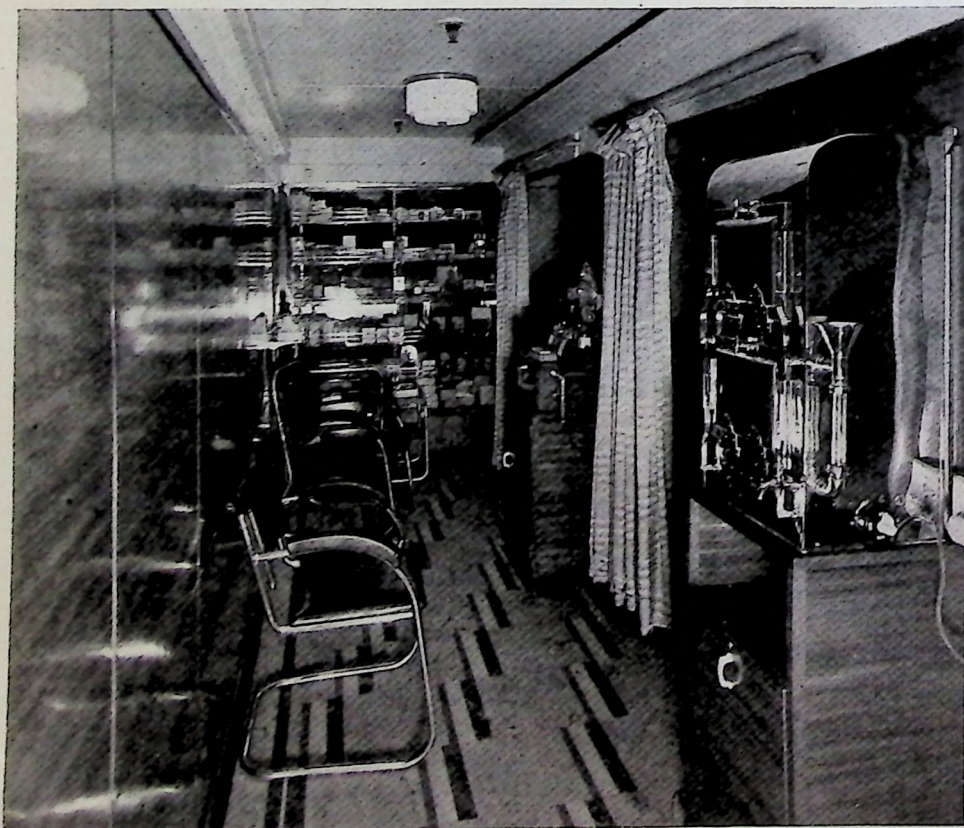
space the question is whether that space can be utilized satisfactorily without creating the impression of crowding too many things into it.

In a desirable office building or public building location, for example, this question may readily arise. Either small space must be utilized, perhaps, or the location rejected as impossible.

A study of any average shop will reveal a considerable amount of room that is wholly wasted except for whatever value it may yield by lending an atmosphere of spaciousness. The usual procedure, of course, is to select a room or store of what appears to be ample proportions and to fill it with a more or less unplanned collection of furniture, equipment and devices, which can be rearranged from time to time until they settle down in the most likely positions. This procedure is not objectionable where there is ample room for experimentation, but it will not work in those cases where available space must be utilized to the best possible advantage. Then a well-considered plan becomes absolutely necessary.

With recent developments in air conditioning and cooling, a new factor has arisen in shop design. If a shop is to be cooled during the hot months, every unnecessary cubic foot of space adds materially to the magnitude of the cooling job, which means an increase in the first cost of the installation and further increase in operating cost.

As yet, air cooling has not taken a firm hold among American shops, due chiefly to the high cost of equipment that will handle the difficult conditions prevalent in most beauty parlors. With permanent waving equipment and hair dryers generating heat and various operations producing constant high humidity, the air conditioning people regard the beauty



On shipboard, if anywhere, conservation of space is important. The beauty salon aboard the S.S. "Queen Mary" offers a splendid example of effective planning, including Carrier air conditioning for the comfort of its patrons.

shop as presenting particularly difficult problems.

These problems are materially smaller in the compact shop than in the large establishment where, with plenty of room and high ceilings, the cubic footage is very high in proportion to the daily dollars-and-cents income.

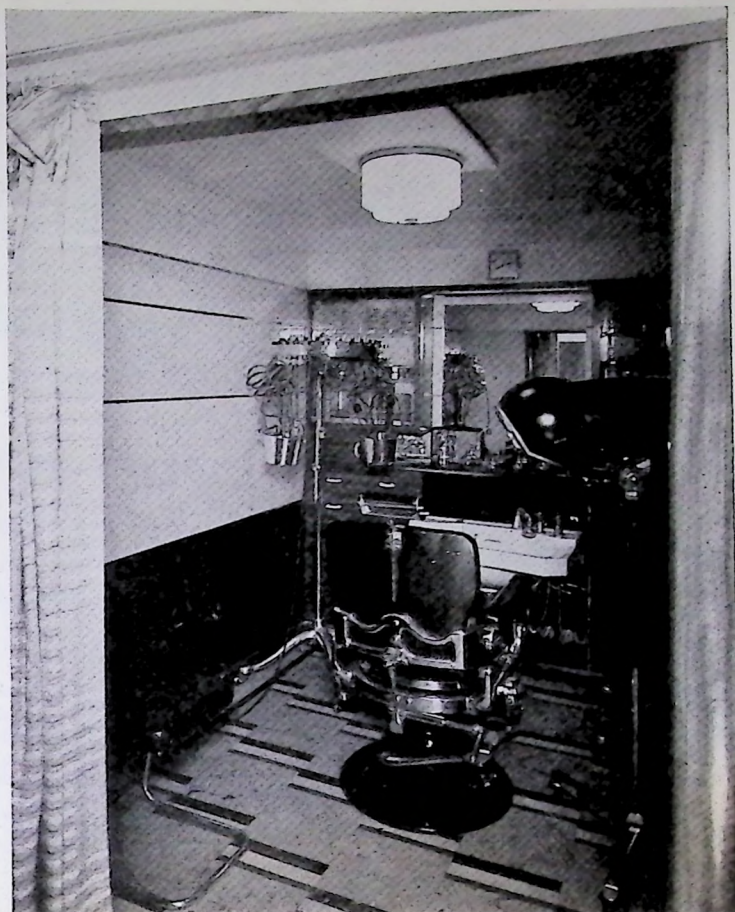
This certainly is not a reason why any designer should go in for compactness when there are no other reasons for it; but it is a good reason for specially careful planning in the case where compactness is necessary.

The planning of the compact shop calls for careful consideration of certain practical questions, the answers to which must be found in a study of the character of the prospective business. In some cases, conservation of space is best accomplished by putting every possible facility into each individual booth. But this plan will not work satisfactorily in the shop where it is the intention to handle a large number of customers on a low schedule of prices. If a patron is going to spend a large amount, she can be permitted to occupy a booth for drying purposes after her hair has been waved. But if her check is going to be only a dollar, she must be out of the booth in a hurry when the work is finished. So, in the high-priced shop, the booth may and often should be a complete unit, whereas in the low-priced shop the drying operation should be so handled that it will not tie up booth facilities needed for continuous productive work.

In many other ways, the layout of the compact shop should be built on a full understanding of just what is to be undertaken in the way of service. The shop owner who wishes to specialize to some extent in hair coloring needs something quite different from the arrangement which will best suit the establishment where permanent waving is going to be the chief source of income.

Generally, these questions are best understood by dealers who have competent facilities for designing all sorts of shops. Some good dealers do not go in for this sort of service, but the majority are equipped to wrestle with the problem of taking a minimum amount of floor space and utilizing it to provide the maximum possible earning capacity.

Permanent waving equipment, hair dryer and all facilities for every type of work, with ideal lighting and air conditioning make this booth on the "Queen Mary" a source of joy to feminine travelers. And every square foot of space is utilized to the best advantage.



Such service on the part of the dealer is invaluable. It is comparable with the service rendered by the architect who designs the building. It is worth real money.

Unfortunately, some shop owners and prospective shop owners imagine that they should be able to obtain such service without paying for it, either directly or through the purchase of equipment at reasonable prices. It is not at all unusual for a dealer to be asked to design a shop, only to find later that some peddler-chiseler has landed the order for a considerable part of the equipment and merchandise. The shop owner who goes in for such tactics is so grossly unfair and unethical that it hardly seems that such things can be done honestly. Yet experience has shown that many hairdressers carelessly assume that the making of a set of plans involves little trouble and costs no money, and that, accordingly, after they get such service without cost from one dealer they are perfectly within their rights in going elsewhere to buy the makings of the shop. Anyone really should know that this is not legitimate.

The compact shop, well designed, is capable of showing a very satis-

factory return on the investment. It is not suited for extremely low prices. It is adaptable to the service of an exclusive clientele at high prices or to servicing a medium-price clientele in a location where work is well distributed through the day and week. It is an extremely bad investment in any neighborhood or location where the amount of idle time runs very large, since such locations call for enough booth facilities to take care of a heavy volume of business during rush periods.

In any case, the compact shop must be planned with an eye to every need and possibility. Otherwise, it is sure to prove thoroughly unsatisfactory.

Beauty should be the foremost characteristic of the shop. Yet it is quite true, today, that the majority of the shops are far from beautiful. In most cases this seems to grow out of the fact that there is no real thought given to the *ensemble*. The result of bringing together a heterogeneous collection of this and that with no thought of the resulting effect is bound to be unfavorable. But skilled planning works wonders. In the near future The REVIEW will present for your consideration an important series of articles on Planning the Shop, showing the mistakes to be avoided and the essential points in designing for a desired effect.

"Sales Affiliates treatments have increased my business 75%!"



*"Top-grade merchandise, plus expert
operators, an unbeatable combination,"*

says Georgiann Stern, East Liverpool, Ohio

"I OPENED with two operators; now my shop keeps 5 busy," says Miss Georgiann Stern of Stern's Beauty Salon in East Liverpool, O. "I feel that our success has been due to knowing each customer's needs intimately, to using only A-No. 1 materials and to expert operators *fully trained in how to use the products.*

"I've used Marinello products and Inecto hair coloring from the start. And we put in Zotos and Jamal machineless waving shortly after they were introduced, making a full line of Sales Affiliates treatments. We concentrate on treatments calling for 'S.A.' merchandise; naturally, then, my operators are more skilled.

*My operators "know
their stuff"*

"My five girls all know how to apply Inecto coloring *expertly*—instead of being 'half instructed' in the use of two or three types of hair coloring. They are well versed in Zotos machineless waving and in Marinello facial treatments.

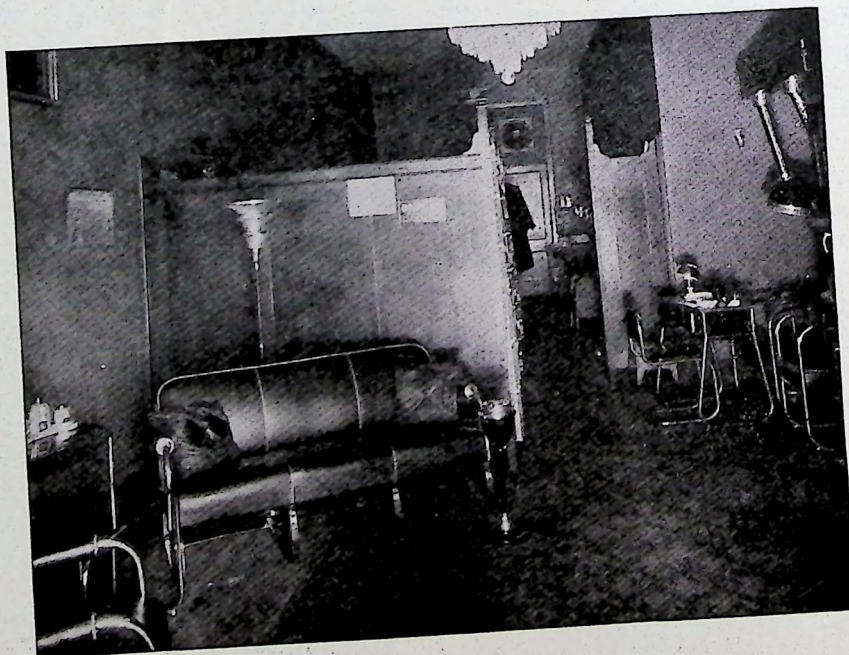
"Thus my patrons are more than satisfied when they leave my shop... and they come back.

*Sales Affiliates lines
save time in selling*

"I find that my operators need

to spend little time in selling extra services, when they suggest Sales Affiliates treatments. There's not so much explaining to do—9 times out of 10 the customer already knows the fine reputation of the treatment recommended; if she doesn't, the simple statement that it is made by the same people back of the treatment she is already using satisfactorily is convincing enough to make the sale.

"It was a profitable day when I decided to get 100% in back of Sales Affiliates lines; my use of this merchandise, I feel, has increased my patronage 75%."



"KNOWN NAMES INSPIRE CONFIDENCE"

Zotos · Jamal · Vaper-Marcel
Inecto · Inectint · Marinello · Nusheen

Sales

Another ZOTOS Smash!

305 newspapers plus VOGUE —
reaching 20,000,000 women — in coast-to-coast campaign



ZOTOS
the machineless
permanent

changed beauty history in four years

★ It's hard to believe that just four years ago we had to sit under heavy machines and be attached to wires for the sake of beauty. Today, no really up-to-date woman would even consider such discomfort. Thanks to ZOTOS, the permanent wave is now a pleasant experience.

You're Free and Relaxed
You can walk about if you wish while getting a Zotos. Tiny featherlight pads, called Vapets, are wrapped about each curl. These Vapets automatically heat themselves and bathe your hair in clean, colorless vapor.

Joveller Ringlets
Then lustrous ringlets come

tumbling forth, spirited as April but definitely more lasting. Zotos is endorsed by Good Housekeeping; was awarded Prix d'Honneur and Prix d'Excellence in Paris. Make your appointment now at any Zotos-licensed Beauty Shop.



LOOK FOR THIS SIGN
★ It identifies the better beauty shop... the shop licensed to give ZOTOS permanents.

ZOTOS the ultimate permanent

NO MACHINERY
NO ELECTRICITY
NO HARMFUL CHEMICALS

This advertisement sponsored by the ZOTOS-LICENSED BEAUTY SHOPS

IN 1936 ZOTOS-LICENSED shops doubled their Zotos business over 1935. In 1937, they will again double their 1936 Zotos volume.

For the Zotos nation-wide advertising program is on — the biggest, hardest-hitting advertising drive ever put back of *any* permanent wave at *any* time.

Every city, every town covered

305 newspapers, reaching 20,000,000 women. In addition, full page space in Vogue, the fashion guide of smart women everywhere. *Your patrons, and your prospective patrons, will see these action-inducing advertisements—and they'll see a lot of them!*

Millions of women already know Zotos. Millions more are now learning about Zotos. They'll want Zotos. *And they will seek out Zotos-licensed shops* because every one of these millions of messages urges them to do so.

Zotos-licensed shops that display this sign will benefit



Every Zotos advertisement features this sign as the identifying mark of the better beauty shop. Your customers will look for this sign in your window. It focuses the enormous power of this gigantic campaign on exclusive Zotos-licensed shops.

Ask your jobber now how *you* can become a Zotos-licensed shop—how *you* can get the Zotos Electric Sign—how *you* can double your permanent wave profits.

ZOTOS The ultimate permanent—no machinery, no electricity, no harmful chemicals. Uses "controlled heat"—can't get too hot; better for the hair.

JAMAL A medium-priced machineless permanent.

VAPER-MARGEL The budget machineless permanent.

INECTO Colors hair *inside* where Nature does.

INECTINT Makes hair beautiful by *Colorblending*.

MARINELLO The quality treatment line, sold through beauty shops only.

NUSHEEN The concentrated color-rinse in tablet form. Does not dye the hair.

"Known Names inspire confidence"

Affiliates INC.

33 WEST 46 STREET
NEW YORK, N. Y.

Chemistry Reveals Many Secrets

Through Investigation of Hair

By WILLARD HOWE

SCIENTIFIC research in the field of human hair has attracted a considerable amount of attention of late. In a number of widely publicized cases the experts have been able to determine the identity of a murderer by microscopic examination of a hair or two found adhering to his clothing and comparison with the hair of the victim. It has been demonstrated that human hair has as much individuality as the individuals who produce it; that no two persons grow hair that is exactly alike.

Much information has been uncovered in recent years, also, with regard to the causes of hair growth and failure, looking toward the scientific and effective treatment of hair and scalp disorders.

Relatively little is heard about research work of this character until it has culminated in incontestable facts. The scientists are not generally disposed to talk about what they are doing until they feel that they have arrived at conclusive results. Even then, the results frequently are published first in the scientific journals and require considerable time to come to the notice of the general public.

Trailing the Chemist

Intrigued by a general knowledge of these facts and knowing that very little has appeared in the lay press about recent progress in hair research, it occurred to me some time ago to undertake an inquiry into these developments. I realized that this would not be altogether easy, since the scientific investigator is a close-mouthed individual who deliberately avoids publicity. Yet it seemed likely that some information of value might be dug out, with sufficient persistence.

Relatively few people, even among those actually engaged in the beauty field, are aware of the fact that we

have in this industry a few laboratories which are constantly engaged in research, equipped to approach every problem from the scientific rather than the purely commercial angle. While the results of the work done in these laboratories is usually capitalized in a commercial way, the work itself is handled on the basis of pure science and the commercial phase makes its appearance only after final results have been obtained.

A Pioneer in Research

One such institution is the Hair Research Laboratories, in New York, operated by Dr. Herman Stein. Dr. Stein is one of the pioneers in the field of hair and cosmetic chemistry. He has developed many of the products which have built large financial successes for others. He is, in my opinion, a very poor business man and an excellent technician. If he had been a good business man he should have been a multimillionaire today, since the products he has created have made enormous profits for others who had the commercial instincts which he lacked. But it is a notorious fact that most competent scientific workers—Edison was the distinguished exception—are poor business men. They created and others reap the profits.

As a first step in exploring the progress of the last decade or two in the field of human hair, I decided to pay a visit to Dr. Stein's laboratory and to ask some questions which might reveal my own dense ignorance of this abstruse branch of chemical science but which at the same time might bring out some information that would be of practical value to readers of the REVIEW. What follows is a brief synopsis of the resulting interview with Dr. Stein:

MYSELF: I have heard the statement recently, Dr. Stein, that it is possible to tell from a hair analysis something about the systemic

functioning and mental condition and attitude of the individual from whom the hair specimen was taken. In other words, the claim is made that the scientist can take a specimen of hair and virtually read the life history of the individual from it. This, of course, sounds to me like nonsense, but I would like to know whether there is any underlying grain of truth that offers even partial justification for such claims.

DR. STEIN: I think the best way to answer your question, Mr. Howe, is to give you an easily understandable demonstration. We will try it with this specimen of hair. You can see that it appears quite normal to the naked eye. Now we put it under a strong magnifying glass and still you can detect no abnormality of the hair fibre.

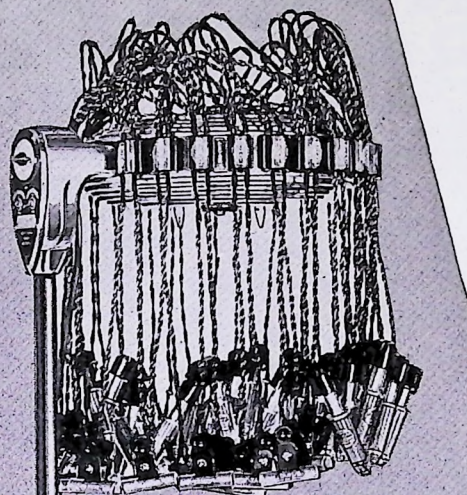
Take this hair in your fingers and try to get the "feel" of it. You will find that it is soft and resilient. At this point let me remind you that the hairdresser, being something of an expert, sometimes knows to a certain extent from the feel of hair what type of hair it is. Often, however, the hairdresser's guess is wrong and leads to a wholly wrong conclusion as to whether the hair can be permanently waved or dyed successfully.

What the Microscope Shows

Now we will take a few specimens of this hair and examine them under the microscope. You will notice in the magnified field that there is an uneven natural coloring and, further, that the lighter spots do not seem to adhere closely to the rest of the fibre. This phenomenon is visible through the whole length of the fibre. From this fact I can tell you that the individual from whom these specimens were taken has a poor blood circulation and is probably anemic. Further, this hair reveals an

(Continued on page 16)

THE BONAT METHOD *is* Tops



New Era Croquignole Controlled Winder—Winds and stretches in one operation, assures smoothest, most natural results; reduces winding time through precisely controlled winding.



Santurello Spiral Controlled Winder—Saves 10 operations on each curl, cuts winding time in half. (Regular and Ringlet End Models)

The Bonat Machine is ruggedly built of finest materials for long, economical service. Patent Nos. 1896091, 1760320, 1714439, 1709918, 1623758.

Bernord az Guro
SPECIALIST IN HAIR BOULPTURE
AND PERMANENT WAVING
488 MADISON AVENUE
NEW YORK

Feb. 16, 1937

Bonat and Bonat
11 E. 26th St.
New York, N.Y.

Gentlemen:

The very fine results I am having prompts me to do something I have never done before — that is to tell you about my experience with your machine and system, as by now I am quite a veteran at both.

Our operators and customers are greatly pleased with the efficiency of the machinery and method. The results of our work speak for itself, and no small amount of credit is due to you.

I want to assure you that the Bonat Method is "tops" with me. We cannot recommend it too highly for use in shops, for its efficiency and quality.

Cordially,

Bernord az Guro
Bernord az Guro

BAG
sd

Says
Bernord az Guro,
Well Known Hair Stylist



Like Mr. az Guro, an increasing number of the nation's best hair stylists are adopting the Bonat Method of permanent waving. They are finding by actual tests and comparisons that this superior method really does more for both customer and operator.

You, too, can give your customers better, more lustrous, more admired permanent waves in HALF the usual time and with greater profit if you put the Bonat Method to work in your shop. Investigate it—learn that it cuts waving time in half—that its controlled winding aids are unsurpassed for efficiency—and that it gives you VITOF (Vitamin F) scientific supplies. Write for details today. Use the coupon.

BONAT & BONAT, INC.
11 EAST 26TH STREET • NEW YORK CITY
OFFICES IN LEADING CITIES

To BONAT & BONAT, Inc., 11 E. 26th St., N. Y. C.
Dept. BTR 75

Send me full information on the BONAT Method of Permanent Waving and BONAT Equipment.

Address

Shop

Name

(Continued from page 14)

uneven pressure caused by emotional and nervous disturbances. If we stretch this hair it will break at the points where the light spots appear. An actual examination and diagnosis of the condition of the individual will verify what I have told you.

As you have noted, the natural color of this hair is blonde. Now, let us determine the diameter of this hair fibre by putting it into this little apparatus, which shows us 1/1400th of an inch of taper toward the ends. My estimate is that there are from 120,000 to 140,000 hairs on this particular scalp. But now we proceed from the microscopic examination to the chemical analysis of this hair, which is even more important.

As you doubtless know, almost any material can be broken down chemically. With modern methods of micro-analysis we are able to determine chemical contents with a high degree of accuracy even though we have to work with an extremely small specimen.

Accurate Analysis

First, we weigh the amount of hair we have. This weight, of course, is so slight as to seem quite meaningless to the layman: yet it is just as definite and about as accurate as would be the weights if we were dealing with coal in tons.

We next subject this hair to a specific solution which dissolves it and gives us the hair substance in solution. Knowing the exact chemical content of the specific solution with which we started, we are now ready to extract all that is present in the hair fibre, determine the character of each ingredient, and determine what, if any, normal constituents are missing.

This is quite an intriguing study. Each specimen from a different scalp tells a different story. We find carbon, hydrogen, oxygen, nitrogen, sulphur, sulphates and many other interesting items. Each of these, in its relation to hair, is secretly defined and characterized on our laboratory charts. When we have finished with our analysis, we know what the hair contains and the quantities and proportions of the contents. When we finish we are able to determine

whether the specimen is what we normally describe as "healthy hair", whether it has been subjected to outside influences or treatments which have affected its structure, and whether the human body has been at fault in not producing hair material of the right sort.

Hair Would Not Wave

Here is another very interesting specimen, auburn in color. It comes from a client 24 years of age. The hair is approximately 6½ inches long the complaint in this case is abnormal loss of hair. Also, the hairdresser found it impossible to give a permanent wave. This is peculiarly interesting because hair of this type usually responds quickly to any type of treatment and especially to permanent waving. We have here some combings and some specimens cut close to the scalp. In the magnified field of the microscope the combed-out hair shows a very thin diameter one inch from the scalp. In other words, there has been an interruption of the supply of hair cells. This occurred approximately eight to ten weeks ago. This interruption is noted over a length of one-half inch. This means that it occurred during a period of four to five weeks. During that time the person underwent some physical changes, in all probability a severe illness involving a high fever. During this period the energy of the system was converted largely to other uses, so that the production of hair cells was not normal. The one inch of new growth, however, shows that the client later regained her normal functioning, since the diameter of this portion is the same as the diameter at the ends. Also, in the new growth there is more even color distribution and a better natural lustre.

The "Guess" Was Right

Now, I would like to show you a letter from the hairdresser who forwarded this specimen. She says:

Dear Dr. Stein:

Please test this sample of hair for me as it will not take a permanent. Our customer tells us that she was ill with influenza about eight weeks ago and I wonder if this has anything to do with the hair not taking the permanent.

In this case, we had the story of the illness before we made the examination. But without the facts con-

tained in this letter, we would have known that the subject had undergone a febrile illness and we would have been able to come very close to telling the dates and duration of the illness. This is a fair indication of the extent to which we can tell many things about any person from a hair examination.

MYSELF: But why won't that hair take a permanent, Doctor?

DR. STEIN: If you will examine this hair, beginning at the ends and going back about 4½ inches—which represents the hair growth before the illness—you will see under the microscope that the outside cuticle layer has been roughened. The cuticle layer is dry and looks like fishscales, showing split ends. Now, if you will take this hair and rub it between your fingers you will note a "sandy" feeling. This injury to the hair fibre, as I call it, was caused by atmospheric conditions in the room during the client's illness. A high room temperature, not enough humidity in the air, no possible way of attending to the hair, etc. These were contributing factors.

Wave Will Not Hold

You must remember that hair is an absorptive material which normally takes up moisture up to 19 per cent of its own weight. Subject this hair to a permanent wave without suitable protective treatments given in advance and the permanent waving solution will penetrate the hair as a whole, since the cuticle or horny substance is brittle and therefore the correct chemical change of the protein chain is not possible. The hair may even break off close to the new growth. The permanent waving solution renders the hair very soft before the heating and naturally it becomes more absorptive as soon as the heating process is finished, so that it will straighten out immediately if washed or even lightly rinsed in water.

MYSELF: This is all very interesting, Doctor, but are there any remedies for these faulty conditions—any materials that will correct them?

DR. STEIN: Yes, there are such items to be had. For instance, let me show you two items which were necessary to remedy this particular case.

First, you must have a watery

liquid in the form of shampoo or oil which contains material relative to the normal hair fiber, for example Cholesterin. If the hair is treated with this shampoo, which we will do right now, you will notice on placing it under the microscope again that the rough surface or the hair fiber has disappeared and the cuticle has become smooth again. This, of course, is only the first step in repairing the injured hair fiber. Next, a creamy material or ointment is necessary. This also contains ingredients needed to bring the hair fiber back to normal. It must be used continuously for a few weeks. The hair will then take a permanent wave satisfactorily.

MYSELF: I am prepared to concede, Dr. Stein, that these things are rather startling, but now I would like to ask you some questions that I believe are rather frequently raised by operators and that have come many times to the REVIEW. I am sure on the hair whatsoever and is dangerous.

MYSELF: How can you determine your answers will interest many readers.

First, is the hair fiber a tube and is it hollow?

DR. STEIN: No. It is a very complex material, but it is not a tube and it is not hollow.

MYSELF: Has the hair any relation to the finger-nails and the skin?

DR. STEIN: Yes, to a certain extent it has. The horny substance, or Keratin, is identical with the epidermis and finger-nails.

MYSELF: What makes hair naturally curly or wavy?

DR. STEIN: The formation of the hair cells—concave, oblong, round and triangular mixed, and the location and shape of the hair follicle.

MYSELF: Can hair bleed?

DR. STEIN: Nonsense!

MYSELF: What do you think of the value of singeing?

DR. STEIN: It has no effect mine in a given case that there has been an abnormal loss of hair?

DR. STEIN: By counting the lost hair over a given period and

by observing the shape of the papilla.

MYSELF: Is the hair of any real importance to the individual?

DR. STEIN: I would say it decidedly is—for reasons of personal appearance, for supplementing the contour of the face and for the protection of the scalp. Hair is an expression of the individual system, reacting to the slightest emotional or physical disturbance. It is connected with the sympathetic nerve system. Each hair has its own blood supply through the small capillaries in the scalp. Healthy hair is produced by a well balanced body and a healthy scalp.

Thus concludes the first of a series of what Elbert Hubbard used to call "Little Journeys". In the next, not far in the future, I hope to take readers of the REVIEW through an extremely interesting part of one of this country's great educational systems, where science is at work on problems of great moment to our industry.

KALOR-WAVE

(MACHINELESS)

ORIGINAL DEAL NOW \$15.30

There is frankly an economy appeal to this, even though KALOR WAVE is known as a quality wave. All those who have used KALOR WAVE so successfully, all those who have been anxious to try it, will sit up and take notice of this fine offer; for only \$15.30 you can now have 200 Kalor Pads, 3 bottles of Kalotion (for fine, medium and coarse hair), 24 Kalor Klips, and a bottle of Kalor Oil. The highly popular Personalized Package of Croquignole Supplies is only \$1.50. There's value! Cash in on this new deal and get your share of Kalor business.



KALOR PADS take the place of old-fashioned heaters. No electricity. No machines. Controlled heat.

KALOR KLIPS are small, light weight, easy to use and efficient.

KALOR OIL guarantees beautiful, soft ringlet ends. Use it on all Kalor Waves.

KALOTION softens and re-conditions the hair. It is effective for all textures of hair, fine, medium and coarse.

WRITE FOR YOUR NEAREST DEALER

KALOR MFG. CO. 1707 LOCUST ST. ST. LOUIS, MO.

How Often Do You Look At The Front of Your Shop?

It Should Attract — Not Repel — New Customers

DINGINESS is not, as some shop owners seem to believe, a business asset. Even the shop which caters to people with very little money—to people who might be frightened away by a “ritzy” appearance—gains nothing by looking dirty and frowzy.

Yet it is only necessary to take a stroll through a few of the side streets of New York, Philadelphia, Boston, Chicago or Los Angeles, to find a host of shops that seem to be making every possible effort to drive customers away by putting on the worst possible appearance as viewed from the street.

Some of these shops are owned and operated by women who lack sufficient taste and judgment to realize that they are literally sending prospective customers to their competitors. Others are operated by owners who are just plain lazy. But, regardless of the cause of such conditions, the results are the same.

One of the common offenses is a dirty window. Where the idea gained ground that a beauty shop could expect to draw business by a display of fly-specks nobody knows. But something ought to be done about it.

Another crime against business is the use of weather-beaten and shabby display material in the windows, plus the practice of frequently putting another piece in the window but very rarely removing anything.

Putting on the Worst Face

In one beauty shop window recently noted in Manhattan, there were exactly fourteen lithographed and printed pieces on display. Most of them looked as if they might have been in service for at least a year. Frayed, faded from exposure to the sun, actually dirty, they were enough to send any self-respecting woman elsewhere.

Have you ever had the experience of going into a restaurant and having your waiter hand you a menu that was covered with thumb prints and assorted grease-spots? If so, how did it affect you? Was your appetite stimulated?

These are practical questions. About the first thing a transient stranger does before entering any shop is to have a look at the exterior. If it indicates that the owner regards Sanitation as a lost art, there certainly is some likelihood that the prospective customer will be attracted elsewhere.

Any display window can be unattractive merely as the result of unskilled handling. But the most incompetent person can create a window display that will be *inoffensive* and that will at least not cure people—at a single glance—of the idea of entering the place.

The street-floor window, of course, is a great asset if properly used. It is rarely so used by the beauty

shop, chiefly because shop owners refuse to recognize the value of window display.

This is a remarkable fact, since any shop owner can see what such display means to the department stores, the drug stores, the candy stores, the jewelers, the grocers, even the 5-and-10 stores. When every other class of retail establishment realizes the value of window display, why is it that so many shop owners deliberately ignore it? The answer is unknown.

But it is quite useless to discuss the merits of good window display until shop owners first begin to appreciate the business losses that can be sustained through bad show windows.

So, for many of the shop owners of the large cities particularly, the first lesson in window display should be very simple: Keep the window clean. Then, don't let it be used, after the fashion of a lazy farmer's barn, as a medium for cheap and unsightly advertising.

Ninety per cent of the display material supplied to beauty shops by manufacturers is so utterly useless that it should go into the ash-can promptly on receipt. The other ten per cent has a great deal of value, if properly used. But no shop window can stand six or eight or a dozen different window pieces on display at one time.

It is worthy of note that relatively few of the manufacturers in this field are such natural optimists as to feel justified in spending good money on fine art work, printing and lithography for the production of window displays on a large scale. They know too well the frequently unproductive character of such investments. Yet, surprisingly, a few of the leaders do provide their shop customers with some really splendid window material. Much of this material is so badly misused that its value to either manufacturer or shop is often wholly nullified.

Better Displays Built on Skill

Where a window display can be built around material supplied by the maker of some well advertised line, it is likely to have at least one great advantage over the average home-designed window.

When the manufacturer of such a line undertakes to create a display piece, he calls in the service of *specialists*. They struggle and compete until they have designed something that has real consumer appeal. When produced and properly placed it is certain to attract attention. As much can not be said for the average amateur window-dressing job.

But regardless of how well done a manufacturer's window material may be set it in a window that needs

treatment with soap, water, paint and varnish and the effect is ruined.

A dirty window plainly says, "Don't expect sanitary service in this shop!"

Perhaps some shop owners do not realize that the function of a display window is to reach aggressively out across the sidewalk, grab the prospective customers and drag them into the shop. This, literally, is the function of the window. But it has to use *suggestion*—not force. It has to accomplish its purpose by implanting an idea. The idea should run something like this: "That place certainly looks clean and attractive. Perhaps I should go in and try it once." It certainly doesn't run like this: "What a frightful looking dump! I'd be afraid to go in there for fear I would come out with the plague."

You doubtless know the ancient story about the New England merchant, deep in a game of checkers back of the old stove. "Cy," says one of the Kibitzers, "there's a customer out front." "Sh-h," says Cy. "Keep still and maybe she'll go away."

That's pretty bad merchandising. But thousands of beauty shops are doing much worse. They are putting on a front that plainly says, "Madam, whatever you do, don't come in here. This place is dirty, untidy, sloppy, generally unfit. If you came in here you probably would carry away some infection. So you'd better look further and go elsewhere."

That's the sort of message that not only sends women to other shops, but encourages them to do their own work at home, as far as they can.

You Can Make It Pay

The show window is the advance agent, the principal advertising medium, the press agent and the outside sales organization of the shop.

It can be made to pay the rent. It can be made to keep the cash register giving off that pleasant tinkling sound which is sweet music. It can be the key to prosperity. And it can work exactly the other way and put skids under the business—destroy it utterly.

It has been said that first impressions are apt to be lasting. Where else than from the front of the shop can the stranger get a first impression? If that first impression is unfavorable, how can it be overcome?

The window is the face of the shop. You don't have much respect for anyone that habitually wears a dirty face. No more do people respect the place of business that flaunts the same bad habit.

Soap, water, paint, varnish, are remarkably helpful. No harm ever comes from stripping the window of everything in it once a week and seeing that everything is spotlessly clean before it is re-dressed. This, of course, is a good job for Monday morning, bright and early. It's a job that, done frequently, will prove profitable to many shops where it is not now being done at all.

(NOTE:—This is the first of a series of articles on windows and window-display. The second will appear in the June issue.—Editor.)



FOR A  COIN

Lechler Invites You to Try

a generous jar of

"FORMULA 609"

It shampoos hair... Conditions it... Removes dandruff and assures pre-eminent waving results.

"Formula 609"...cleanses effectively, restores faded dry hair to radiant new life. Even bleached hair quickly responds to its rejuvenating qualities. "609"...is the perfect preparation for a perfect permanent. It transforms

faded and lifeless hair into a luxurious condition that is most receptive to a waving. It banishes problem hair forever! "609"...is yours to try. A generous jar for a small coin—25c. Use coupon below.

LECHLER'S 19 YEARS OF SERVICE to SHOPOWNERS

Guarantee **RELIABILITY!**

Study Lechler's values. You owe it to yourself, for deserved profit... and to your patrons, for better service—to use only the best! Once you have tested Lechler's quality products, you will forever after, sing their praises!

Lechler has been serving the beauty field for 19 years—long enough for you, as well as for us to realize the importance of featuring guaranteed quality on a money-back basis.

LECHLER LABS, INC.
560 BROADWAY
NEW YORK

New!

Lechler

PORTABLE Pre-Heat MACHINE

Unconditionally guaranteed for two years. Complete pedestal with 30 heaters, 30 curlers and 30 pads, 1 gallon bio-treated heat Speed Lotion and beautiful window display.

\$150 VALUE... only \$99.50

F.O.B. N. Y.

BUY on Lechler's FRIENDLY EASY PAYMENT PLAN

Try This New Curler—Free!

If you will send \$1.00 for a one pint order of the famous super-fast

Lechler's PRE-HEAT SPEED LOTION

that works on any machine, we will send you free, one of Lechler's new block aluminum automatic curlers, with finger flip control and suction fit rubbers.

Automatic Tension Release

Custom Built

Look for the name "Lechler"

MAIL COUPON

★ ★ ★ ★ ★

★ ENCLOSE ★

25c

FOR A JAR OF "FORMULA 609"

LECHLER LABS, INC., 560 BROADWAY, NEW YORK

☐ I enclose 25c coin... Send generous Sample "FORMULA 609"

☐ I also enclose \$1.00 for Pint Pre-Heat Lotion, thereby entitling me to one New Type Lechler Curler—Free!

☐ I am interested in Pre-Heat Machine... Send details.

Name.....

Address.....

City.....State.....

BEAUTY TRADES REVIEW

The Exponent of Professional Practice in the Beauty Shop

Published Monthly by
BEAUTY TRADES BUREAU, INC.
271 Madison Avenue, New York, N. Y.

WILLARD HOWE
President

Subscription Rates: In the United States, \$1.00 a year; all other countries, \$2.00 a year. Single copies, 10 cents. No subscription entered for less than \$1.00. All subscriptions must be ordered direct from BEAUTY TRADES REVIEW, 271 Madison Avenue, New York. We employ no agents or solicitors in any territory at any time. Any person claiming to be authorized to take subscriptions should be reported to the nearest police authorities.

BEAUTY TRADES REVIEW welcomes articles by hairdressers and cosmetologists of professional standing on topics of current interest. All manuscripts will receive careful attention and an effort will be made to return those not found available for publication, if accompanied by return postage. We do not assume any responsibility, however, for the safe return of contributed material.

New York Gets Cosmetology Law

LAST-MINUTE news indicates that after many years of effort, the State of New York is at last to have a cosmetology law and one which seems likely to bring some order out of the chaos that has prevailed throughout the Empire State in recent years.

The New York law at this writing has passed both houses of the Legislature and needs only the signature of Governor Lehman. While he vetoed one such measure a couple of years ago, it is believed that the amendments made in the new Act since it was first offered have eliminated the objections raised against previous proposals to regulate beauty shops and schools, thereby making it likely that the Executive will approve the Bill.

For what has been accomplished in the long fight for corrective legislation, the professionally-minded hairdressers of New York are indebted to the New York State Hairdressers & Cosmetologists' Association, which has consistently worked to bring about a reasonable measure of control over the business as a means of protecting the public against the grave hazards of free-for-all operation of beauty establishments.

In this particular field, New York has been a backward State. The forces opposing regulation have been numerous and active. Yet the trend of opinion seems to have changed of late and there is almost unanimous agreement today that effective control through licensing will provide the only salvation of the business. Disagreement as to details and methods should now be forgotten and every possible effort made to contribute to the enforcement of the law when it becomes effective.

The "Season" Is Disappearing

MORE apparent this year than last is the definite decline in the permanent waving "season." To some it doubtless comes as a disappointment that the Spring business no longer mounts to its one-time peak. But most shop owners realize that twelve reasonably profitable months are far preferable to three or four. Also, from the viewpoint of the manufacturers and dealers, the leveling

off of the business through the year is a most desirable change.

The time was, not so long ago, when it was necessary to break production records early in the year in order to provide sufficient merchandise to meet the requirements of the shops during the short period of maximum business. This involved an unbalanced employment situation and not infrequently necessitated the use of inadequately trained workers, with the inevitable result that goods produced under excessive pressure were below normal standards.

This year those who have looked for a hectic rush of business have been disappointed. There has been some talk that business is unsatisfactory. Dealers who stocked up too heavily have found themselves temporarily overloaded. But it is evident that these uncomfortable features are merely incidental to an economic readjustment which is progressing as smoothly as could well be expected. American women are buying their permanents through the year. They are buying more permanents than ever before. When the figures for 1937 are completed they undoubtedly will show a substantial gain over any year that has gone before. And everyone in the beauty field will have a chance to see that distributed business is far more profitable than business that is concentrated in a few short weeks. The change is distinctly for the better.

Is Labor Agitation Dying?

CHIEF among the effective arguments utilized by professional labor organizers in the past has been the attack on the "great and powerful" among employers. It has always been easy to stir up among the unthinking a considerable amount of enthusiastic antagonism against big corporations, employers of armies of workers. Recently some of labor's supposed "leaders" have made the mistake of abandoning this time-tried practice, to the extent of trying to organize workers against even the smallest of employers. Now it begins to be clear that this sort of organization effort is not working out as well as its sponsors expected.

In the beauty field, for example, it does seem a bit difficult to arouse much bitterness against shop owners whose average gross income is considerably less than \$3,000 a year. The workers know too well the difficulties their employers have had in making ends meet since the beginning of the Great Depression. They know that, in most cases, if anyone has worked too many hours and has been grossly underpaid or not paid at all it has been the "boss." Such a picture is not easily distorted into one of brutal disregard for the wage-earners. It does not make good campaign material for the union organizer.

Everyone knows, of course, that there has been some unfair exploitation of workers in this field; that in some shops unfair treatment has been deliberate and studied. But it happens, unfortunately, that the activities of the would-be unions thus far have not seemed to be directed against the chiseling and unfit employers who have been responsible for these conditions. Rather, the disposition has been to attack employers of the better class, whose records have been clean.

It is not surprising, in the light of these facts, that the efforts of the barber element in the A. F. of L. seem to be meeting with less and less appreciation.

Letters To The Editor

THE TASK of a State Board which is charged with the duty of licensing and controlling the teaching of beauty culture and the operation of shops is no easy one. As a matter of fact, the honest administration of any beauty culture law is bound to involve antagonizing many people who are operating in conflict with the law and strenuously object to any effort to bring them into line.

In Florida, since that State adopted its law, there has been a vigorous effort on the part of the State Board of Beauty Culture Examiners to correct those conditions that the law was intended to correct. Naturally, this effort has aroused much animosity and criticism. The REVIEW, in view of these facts, is happy to be able to present in full a letter received from Mary A. Patton, Secretary of the Florida State Board, who has become widely known as one of the leading beauty culture officials of the country, in which she outlines the situation in her State and the present status of pending legal disputes involving the Board:

TAMPA, Fla., March 24, 1937

Editor Beauty Trades Review:

Pursuant to past promises of mine to advise and keep you correctly posted on matters of interest, and believing that it will be best for any information concerning this Board to come from this office so that you will be assured of its authenticity I, herewith, advise you regarding the present court litigation now pending against this Board because of our efforts to disapprove certain schools in this State whose method of teaching, as well as equipment, does not meet the approval of this Board, and because of this Board's effort to force every teacher in this State to take an examination conducted by this Board so that we may determine their qualifications to teach regardless of how long they have been teaching in this State.

This Board, although created in June of 1935, the members did not complete their study of various other state laws and adopt our rules regulating the teaching of beauty culture in this State until June of 1936. These rules and regulations were adopted and in pamphlet form supplied to each school and each school was advised that on and after August 15, 1936, no school of beauty culture in this State would be approved whose curriculum, equipment, and sanitary condition did not come up to the requirements contained in these rules and regulations.

This Board, on their inspection of each school in this State, after August 15, 1936, found that four (4) schools did not come up to the requirements and on January 21, 1937, this Board withdrew the temporary approval from these four (4) schools that had been allowed to operate until that date.

These four (4) schools immediately combined and sought through their attorneys to have the Supreme Court of the State of Florida mandamus this Board to approve their schools. These mandamus suits are still pending at the present writing in the Supreme Court and it is the firm belief of this Board that the Supreme Court of the State of Florida will sustain us in our position in disapproving these schools. However, final hearing may be deferred until quite some time in the future.

On January 21, 1937, this Board served notice on six (6) teachers of beauty culture in various schools in this State to show cause why their certificates as teachers should not be revoked because of incompetency; this Board believing that these six teachers were incapable of teaching beauty culture in all of its branches, and each of these six teachers

were notified to appear before this Board March 1 and 2 it being the intention of the Board to require them to take an examination to show their competency. Circumstances over which this Board had no control caused us to delay this hearing and revoke the order citing the six teachers to appear on that certain date.

These six teachers, knowing that it was the intention of the Board at a later date to again call them for this examination, sought an injunction in the Circuit Court of Hillsborough County to restrain this Board from holding such a hearing and examination. All six of these teachers joined in one suit in seeking this injunction. This prayer for injunction was filed and service secured on this Board some time during the early part of March and a hearing was set for the 18th and 22nd days of March.

This Board, on advice of their attorneys, filed a motion

(Continued on page 24)

MEYER MODERNIZED EQUIPMENT

The Choice of Smart, Thrifty Shops

RAPIDAIRE GAS DRYERS

SOVEREIGN ELECTRIC DRYER

EAGLE-SPEED ELECTRIC DRYER

K-55 ELECTRIC DRYER

ECONOMY

PROFITS

Send for Catalog

The Wm. MEYER Co. 1644 No. Honore St.
Chicago

FROM EGYPT TO YOU!

**HOPKINS
EGYPTIAN
• HENNA**



USED BY ALL
DISCRIMINATING
HAIRDRESSERS

NOTHING IS GOOD ENOUGH BUT THE BEST!



Not a speck of anything but Egypt's finest henna goes into HOPKINS EGYPTIAN and HOPKINS BRONZING HENNA. Each is blended to perfect uniformity. If you want the kind of results your patrons want—standardize on the Henna already standardized for you by HOPKINS. Costs a few pennies more—and worth it in REPEAT BUSINESS.

Order through any reputable
Wholesale Supply House

FREE! "The Art of
Using Henna"
—Useful illustrated booklet

J. L. HOPKINS & CO.
220 B'way, New York, N. Y.



Make the Most of Your Hair Coloring Opportunities!

For Many Shops This Is an Unexplored Field

DEVELOPMENT in recent years of better products in the field of hair coloring has opened up many opportunities to sell this class of service, thanks to a tremendous amount of intensive chemical research. Yet it seems that only a moderate percentage of American shops are taking advantage of the improvements that have come about in this branch of cosmetology.

The dyes available twenty years ago were decidedly crude products by comparison with those obtainable today. They were not only crude but in many cases they were really hazardous.

The production of dependable colorings presents no easy problem. Whether the product is a dye, a printing ink or an ingredient to be used merely for the coloring of some manufactured product, the making of such merchandise under accurate control, so that colors and shades will be dependable, is very difficult. In the field of hair colorings, however, the chemists have solved this problem so completely that there is rarely any color variation in any of the standard dyes. Thus the hair-dye chemists have managed to give the hairdresser a thoroughly dependable product, free from the constant difficulty which had been involved in the days when no two packages of dye were sure to match.

Dyes Are More Safe

In the same way, much progress has been made toward rendering these products perfectly safe for use on normal persons. The number of cases of irritation resulting from the use of hair colorings is nothing like what it was in proportion to the amount of dye used, in the early days of the business.

Along with the improvement in the standard hair dyes, the chemists have worked vigorously to create other

hair-coloring products which would broaden the appeal of this type of service. One of the results of this research was the shampoo tint; another the development of a line of rinses which meet with favor among many women who prefer not to have permanent colorings used on their hair.

The result of all this intensive effort is that it is now possible to offer your customers such a variety of hair coloring service that you can meet every possible situation and take care of every need.

Canceling the Years

Today there is no good reason why any woman should hesitate about having streaked and graying hair touched up and made presentable. No other phase of shop service goes so far to turn the years back, to restore youthful appearance to the woman whose hair has prematurely turned to gray.

Some patrons may still be under the impression that there is a possibility of dermatitis in connection with the dyeing of the hair. Older women are apt to remember the day when such cases were much too numerous. But this prejudice may easily be overcome by explanation of the fact that modern methods, coupled with the use of modern hair colorings, have abolished the danger.

It is now conceded by the best authorities that when the customary predisposition test is made to detect any possibility of allergy, there is absolutely no danger of trouble with any properly compounded hair dye. This fact was recognized in the Copeland Bill as it passed the United States Senate recently, with a provision specifically declaring that coal tar hair dyes should not be regarded as adulterated if sold with a suitable warning that the predisposition test must be made before applying the dye.

There is no more wonderful opportunity in the entire field of beauty work than opens before you when you have an opportunity to take a woman whose hair has faded until it looks old and lifeless and to work on her the combined magic of restoring it to its normal color and permanently waving it. The results of this combination often prove amazing even to veteran operators who have seen almost everything.

To induce some women to submit to a hair-coloring treatment requires a certain amount of mild salesmanship. They are always apt to be a bit fearful, at the outset, that they will be the subjects of comment by their friends. But the modern woman, in most instances, is perfectly frank about such matters. She sees no reason why she should refrain from using a service which enables her to look her best. She has her teeth cleaned by her dentist and her hair touched up by the hairdresser and regards both as essential.

The best of all of the candidates for hair coloring service, of course, is the woman whose hair is just beginning to show symptoms of gray. Her hair can be touched up without attracting the slightest attention from her friends. Then, for years, it can be kept uniform in color and consistently attractive, which means regular service and a regular income for the shop.

Needed by Business Women

The business or professional woman, too, is among the most likely of candidates for this class of service. Her position or her success in her particular field of activity may depend in large measure on avoiding the impression that she is a "back number", in which case she is apt to be readily receptive to the suggestion that the elimination of hints

and streaks of gray will work wonders.

Many shop owners fail to appreciate the fact that there is one important point of difference between hair dyeing and coloring and other types of service, calling for a wholly different selling technique. Most women make their acquaintance with permanent waving, finger waving and other hair service at an early age. They form the habit of relying on the favorite shop for these things. But the need for hair coloring often does not arrive until a woman reaches her fortieth birthday, sometimes even later. By that time habit has acquired more of a hold on her than it had when she got her first permanent. She has given no thought, perhaps, to having her hair touched up. So the idea must be presented to her discreetly but forcefully.

Care in Selection Vital

The first suggestion may not sink in, or the second. This does not mean that the case calls for high-pressure selling. Quite the opposite is true. Hair coloring is best sold by pure suggestion, without pressure. Ul-

timately the idea sinks in. Then comes the decision to try it once. And if the work is well handled you have a customer who may be with you for years.

Hair coloring, more than any other class of shop work, ties the patron to a particular shop or operator. Whether the tie will be to the shop or to the operator depends very largely on the manner in which the work is handled. If the shop owner prescribes what is to be done and the operator is known to be working under the owner's direction, the customer will feel that for this particular kind of service she must rely on the judgment of the shop owner. If, on the other hand, the customer is left wholly to the care of the operator, she is sure to become the operator's customer rather than the shop's and if the operator goes elsewhere the customer may be expected to accompany her. But the wise owner never fails to supervise carefully every bit of hair coloring work handled in the shop. When this is done, the patron will hesitate about going elsewhere, since the average woman has no little fear of what might result from a hair dyeing job improperly handled.

which will yield highly variable and unsatisfactory results if they do not, in fact, involve you in damage claims by indignant patrons. There is no other class of product on which the maker's name and standing is more important, or for which "bathtub" substitutes are more objectionable.

Hair coloring service should never be rushed. It is a class of work which requires extreme care. Never let your operators get the impression that you favor speed at the expense of care. And when you price this type of service, take into consideration the fact that it must be handled with skill and deliberation. Ask a price which will compensate you for all of the operating time required to do a good job with good material.

If you pursue this course, you will find that hair coloring can be made one of the most profitable phases of your business.

The REVIEW invites submission of "Before and After" photographs showing the improvement wrought in specific cases through effective hair coloring and other related service. Photographs used will be paid for, but must be accompanied by written release for publication, signed by the subject.

Suggestion Sells the Idea

The selection of dyes and shampoo tints is a very important matter and one not to be determined on price alone. Any of the standard dyes or tints is worth the price asked for it. You may get the impression that some one product is a bit better, more accurate in shades, than the others. In fact, your impression may be quite justified. But one thing you should not do is to experiment with unknown colorings. As long as you stick to the standard lines you will be able to turn out satisfactory work and if you are careful about testing for allergy you will have little or no trouble. But once you start experimenting with products that are offered you on a bargain basis, you are inviting disaster. If you doubt this statement, you can confirm it by asking any insurance company which writes shop malpractice risks.

From time to time you will be offered cheap dyes, cheap shampoo tints, cheap rinses, cheap henna. These are almost sure to be products



AFTER—Hair restored to its natural shade by deft application of Inecto; then beautified with a Zotos wave. Finally, skilled makeup provides the final step in subtracting needless marks of age.



BEFORE—Hair streaked with gray, lifeless and unbecoming. A case of "making the worst" of facial characteristics offering splendid possibilities, completely hiding all latent charm.

Will Department-Store Kits Curtail Permanent Wave Sales?

(Continued from page 5)

such merchandise for over-the-counter sale, he should be required to make some specific warranties as to the inherent safety of his products.

Entirely apart from the question of safety in use, however, the really basic question regarding merchandise of this character is: What can be accomplished with it?

Not so many years ago there was extensive national advertising of a device with which men were to be able to cut their own hair, leaving the barber flat. Doubtless thousands bought the device and tried it, but it seems that even those who were induced to part with their money soon learned that a mechanical device could not substitute satisfactorily for the hair-cutting skill of the barber.

Most hairdressers, trained to do both classes of work, will agree that a good permanent waving job requires more skill than a hair-cutting job.

If this is true, then the profession has little or nothing to fear from home waving, except the temporary loss of some business while a lot of gullible women are trying to do something which they will quickly learn they can not do to their own satisfaction.

Even such temporary loss is serious when we stop to realize that on the average the beauty shop has an annual income of less than \$3,000.00. It can not afford to lose any business. But there is no way whereby the public can be prevented from indulging in a certain amount of foolish experimentation, except through education which requires time.

It is fundamental that a good permanent wave can be created only by a competent permanent waver. Because the average housewife can bake a good cake or do clever needlework it does not follow that she knows or ever will know anything about the essentials of the permanent waving art. Certainly she will not spend months in acquiring the knowledge merely to save two, three or five dollars on a wave. So it is safe to assume that these devices and kits are merely a "flash in the pan" which will do no permanent damage to the business of the shop.

It will do no harm, however, for the shop owner to advise every customer to be a little careful about putting strange mixtures on the hair and scalp. Sometimes the hair disappears rather rapidly and on occasion it may fail to return.

Letters to the Editor

(Continued from page 21)

in the Circuit Court of Hillsborough County to dismiss this suit because it was, in the opinion of the attorneys for this Board, a misjoinder; that is to say, all six teachers had no right to join in one single suit. Argument on this motion was set for March 18 and testimony to be taken on the injunction was set for March 22.

At the hearing of this motion to dismiss the suits on March 18 the Honorable Judge L. L. Parks, upon learning that this Board had previously recalled its orders notifying these six teachers to appear, continued indefinitely the case and instructed the attorneys for the teachers that their bill seeking the injunction was indefinite in that they had charged this

Board with harassing the teachers and that they would be required to be more definite in their bill and show in which way this Board had harassed them.

The Honorable Judge Parks also instructed the attorneys for this Board that in his opinion this Board would have to be more definite in their future orders and instead of charging "gross incompetency" we would have to set out in which practices of beauty culture each teacher was incompetent to teach.

The attorneys for the teachers were allowed ten (10) days in which to file their amended bill. This Board, of course, will be allowed a reasonable time to answer such an amended bill. At the present writing attorneys for the teachers have not as yet filed their amended bill.

As a matter of interest to you, and possibly your readers, the past season has been more remunerative from the shop owner standpoint in a majority of the cases than any previous season in Florida. This Board is in receipt of numerous letters from the larger shop owners over the State advising us that their past season has been the most successful of any they have ever experienced in the State of Florida.

Also, as a matter of interest, this Board, from a recent survey and investigation, finds that salaries in this State have increased, since the day this Board was appointed, an average of 123 per cent.

For further interest to you, this Board is attempting at this time to prepare amendments to our present Law to present to the forthcoming Legislature that meets in April; amendments that will materially strengthen this Board's authority in supervising the teaching of beauty culture in various schools in the State; amendments that will give the operator in beauty shops more protection; amendments that will guarantee a student entering school a better course of training; also, seeking amendments that will allow the Board additional employees, thereby, enabling the Board to supervise more rigidly the practice of beauty culture and sanitary condition in shops during the "rush season".

A further item that might interest you is the fact that the books of this Board were audited recently and as of February 11, 1937, it was found that this Board had operated at a saving and still had unspent in its treasury as of that date, \$37,991.35, and I quote, for your information, from the auditors and Governor's investigation in their report to our Governor as of March 9, 1937:

"After reading correspondence in the files, however, and by observation and investigation it is the auditor's opinion that the Board has accomplished much good."

Assuring you of the writer's good wishes for the continued success of your wonderful magazine, I am

Yours very truly,

(Signed) MARY A. PATTON, Secretary
P. O. Box 1127
Tampa, Florida.

Bonat Appoints Texas Representatives

Bonat and Bonat of New York announce that their special representatives, Miss L. J. Murphy and Mr. J. S. McDonald, have established a new field headquarters at Dallas, Texas.

Miss Murphy and Mr. McDonald will cover the entire State of Texas from this headquarters as demonstrators and sales representatives for the Bonat method of permanent waving and Bonat equipment and supplies for beauty shops.

Their demonstration program will feature especially Bonat's New Era Croquignole and Santurello Spiral Winders. These are the two exclusive controlled winding devices which have been so successful in winning increased favor and popularity for the Bonat Method of Permanent Waving in all parts of the country.

The wide experience of Miss Murphy and Mr. McDonald, and their qualifications in the matter of giving helpful advice to operators are expected to make them welcome visitors wherever they put in an appearance to tell the business-building story of the Bonat Method.

Official Show Plans Include Wide Publicity

The New York State Hairdressers & Cosmetologists Association last month announced the 1937 Official Show and Convention, scheduled to be held at the Pennsylvania Hotel, New York City, October 11-14, 1937.

Detailed plans for an extensive publicity campaign are now being arranged to be handled by an outstanding public relations counsel. The function and purpose of the publicity and advertising campaign will be to bring to the attention of the women of the entire country the advancement and progress being made by the hairdressing profession. A questionnaire circulated by the New York State Association among leading members of the profession discloses an almost unanimous condemnation of the sensational type of publicity offered by many

Hairdresser Shows. It will be the aim of the publicity campaign to create and broadcast only such publicity as will bring credit, dignity and prestige to the hairdressing profession.

Although the diagrams for exhibit space have not yet been officially circulated, manufacturers and dealers are reported as evidencing great interest in the selection of booth space for the display of their merchandise.

"Despite an almost certain demand for booth space in excess of previous floor plans, the Official Show and Convention will not sacrifice, for purely commercial reasons, the convenience of its exhibitors for the proper display of their merchandise or the comfort of visiting hairdressers in viewing the activities, lectures, demonstrations and educational

programs", said L. A. Freiberg, Managing Director. "The educational programs, lectures, demonstrations, clinics and style shows which have always proven outstanding throughout the entire country will be continued on a higher standard than ever before."

Grace Backer Dies

Mrs. Grace F. Backer, Secretary of the Syracuse (N. Y.) Hairdressers and Cosmetologists' Association, member of the Executive Board of the New York State Association and widely known as one of the most loyal and capable association workers in the State died recently after a brief illness. Her death came as a great shock to a host of friends throughout the State.

Texas-National Exhibition Draws Record Crowd

TEXAS shop owners and operators turned out in extraordinary numbers and Oklahoma and Louisiana were well represented at the Texas-National Exhibition, held at Fort Worth April 26-28, under the auspices of the Texas Association of Accredited Beauty Culturists, Inc., and the National Hairdressers & Cosmetologists' Association, Inc., under the management of Willard Howe, acting for the associations.

The room facilities of the Hotel Texas were completely taken up by the visitors before noon on the first day of the show and the overflow absorbed the surplus rooms of a couple of other hotels.

The educational program, which extended over three days, was an exceptionally effective one, with P. Richard, of New York, serving as master of ceremonies and chief style lecturer. Walter Wilson, Vernon Isbell, Bootz Powell, Russell Hannon, Levada Isbell, Paul Chaumier, and Kate Finnegan constituted the style and technical faculty which provided a memorable series of lectures and demonstrations.

Forty-six participants took part in the hair styling contest which was the concluding feature of the show. Winners of the contest will be announced in next month's issue of the REVIEW.



Texas' representative shop owners gathered for the opening of the third session of the educational program at the Texas-National Exhibition, Fort Worth. The convention hall was filled to capacity at each of the two daily sessions.

FREE HELPS FOR SHOP OWNERS

EACH month The REVIEW presents, for your benefit, current information regarding STANDARD MERCHANDISE suitable for shop use, including free offers of helpful trade literature, merchandise samples, etc. No mention is permitted here, or elsewhere in The REVIEW, of any product which fails to meet this publication's exacting standards. If you do not wish to mutilate your copy by clipping the coupons appearing in advertising pages, or if you wish to combine several requests, address a letter or Government post card to Service Department, BEAUTY TRADES REVIEW, 271 Madison Avenue, New York, N. Y., and indicate by number as shown below the items in which you are interested. You may also inquire for special information regarding any prospective purchase or other need which you do not find discussed in The REVIEW.

ENDEAVORING to bring you each month information on some of the newest things offered for your use, yet exercising the utmost care to avoid including here anything that may be of doubtful merit, this page is becoming one of the most widely used features to be found in any publication reaching shops. You are cordially invited to make use of it whenever it contains any item which is of practical interest to you. Your request for information does not place you under any obligation, but means that you will receive, direct from the manufacturer concerned, information which may prove really helpful.

* * *

A new national advertising campaign by one of the large manufacturers in the drug field will inform the public at large that dandruff is caused by a specific germ. This will tend to make more women conscious of the sanitary shortcomings of shops that fail to take reasonable precautions. It also will create increasing consumer interest in antiseptic shampoos. Relatively few of the shampoos now offered to beauty shops undertake anything more than the cleansing job. It is possible, however, to combine the two functions of cleansing the hair and scalp and inhibiting the growth of bacteria. In fact, it has been done in the case of one shampoo that thus far is quite unknown in the beauty shop field. If you would like to get acquainted with this product, literature will be supplied on request. Ask for No. 141.

* * *

If you are annoyed at times by the fact that your hands are seriously affected or discolored through constant contact with such chemical products as permanent waving solution, hair colorings, etc., you should know about Chemi-Skin. This new product is a cream which, when applied to the hands, creates a protective coating that resists discoloration and hardening of the skin through contact with ammonia solutions and similar products in every-day use. After applying a coating of the cream you can apply ink or a hair dye and when it has dried it will wipe off without leaving any discoloration. The maker is a chemical house of high standing. Descriptive literature may be had. Ask for No. 142.

* * *

It may be hard for you to believe that there really is something new in the way

of facial masks, but those who have seen one demonstrated at a couple of the southern trade shows recently have been much impressed. This one is, in fact, quite different from anything else heretofore offered. It is an electrical mask which applies a mild electrically-generated warmth to the entire face. This takes the form of infra-red radiation which is said to have a marvelously beneficial effect in improving the condition of under-nourished and wrinkled skin, at the same time aiding in the removal of all of the foreign materials which are clogging the pores and preventing natural skin health. All of this has been fully discussed in a very well done booklet entitled "The Glow of Health." It may be had by any shop that is interested in better facial work. Ask for No. 143.

* * *

Lechler Laboratories have brought out a new bulletin on curlers and protectors which, they say, quotes the lowest prices offered in their 19 years of experience. This bulletin will be sent on request. Incidentally, one of its features is a new "custom-built" curler and protector which offers a number of new and exclusive features, among them being an automatic tension release and unwinder; finger-flip control for turning the curler in either direction; suction-fit rubbers made of specially treated Peruvian live rubber, and block aluminum construction. To introduce this new curler, one is offered free with every order for a pint of Lechler Pre-Heat Speed solution, which sells for a dollar. This solution is designed for use on either pre-heat or regular machines, for rapid waving. For the curler bulletin, ask for No. 143, also enclosing \$1.00 if you wish the free curler with a pint of solution.

* * *

Are you interested in paper curling? Some people think it is a lost art, but this is by no means true. Gas irons, of course, are no longer the thing, but there is a small electric unit which handles the work efficiently. The manufacturer has brought out a very interesting educational bulletin, fully illustrated with photographs, showing each step in paper curling. It is free. Ask for No. 144.

* * *

Can you remove yellow casts from white hair? A new soap solves this problem for you. When it is used on hair that shows a reddish, greenish or purple cast, the effect

is corrected at once, yet the color of the hair itself is unaffected. It is known as "Snolox" and seems to offer something very practical at very low cost, three cakes selling for a dollar. For information, ask for No. 145.

* * *

If you expect to be in the market soon for something in the way of equipment, you are apt to be interested in getting one of the new catalogues recently issued by Allied Beauty Products Mfg. Co., of Chicago, featuring its line of permanent waving machines, accessories, supplies and hair dryers, including the "Nobility" and "Unique" electric dryers which carry a two-year guaranty. This is a 28-page book with complete information and prices on the entire Allied line. Ask for No. 146.

* * *

The big Koken furniture plant in St. Louis, one of the finest manufacturing plants identified with the beauty industry, is in full operation nowadays, indicating the extent to which recovery has come about in recent months. The name Koken, of course, is known throughout the world for fine workmanship and designing, in products that range all the way from hydraulic chairs to the very latest and most modern items in shop furniture. If there is a prospect that you may be in the market this Summer for something of this sort, you really should put in a word now for your copy of the new Koken catalogue. It won't cost you anything and it contains some ideas that may enable you to improve the appearance of the shop. Ask for No. 147.

Zotos Newspaper Campaign

On April 7 the Zotos Licensed Shops of America and Sales Affiliates, Inc., launched their second co-operative Spring advertising campaign in 315 newspapers throughout the United States. This intensive advertising was timed to strike the gong for the opening of the Zotos permanent waving season through April, May and June.

A barrage of Zotos publicity was sent to the 315 papers, every kind of stimulus to help Zotos licensed shops. A great deal of comment has been made in advertising circles of the push and power of this unique co-operative plan which is said to involve the largest newspaper campaign yet seen in the beauty industry.

PERMANENT WAVING'S MOST DIFFICULT PROBLEM SOLVED

PHONE 35614

MARSHALL JUSTIS, PROP

Marshall's Equipment Company BEAUTY PARLOR EQUIPMENT AND SUPPLIES Norfolk, Va.

Hair Research Lab.,
11 West 42nd Street,
New York, N. Y.

March 24, 1937.

Gentlemen:

For the past ten years I have been looking for a product that would improve the hair, while being permanently waved, one that would give results on dyed, bleached and over old permanents and many other serious conditions. I have tried many products and have found your Permola has surpassed anything I have ever used.

In demonstrating Permanent Waving, which I am frequently called upon to do, I am often confronted with extremely difficult problems. The hairdressers usually desire to see hair which has been abused, or in bad condition, waved. I can assure you that without Permola it would be impossible for me to master these difficulties, and as I have said before the results, which I obtain, are not only marvelous, but amazing.

I wish I could talk personally to every hairdresser in the country. I am sure no Permanent Waver would be without this wonderful product, if they were only familiar with its real value.

I obtain perfect results by using Permola over old permanents, and I feel so enthusiastic over the use of this product I will gladly recommend Permola to any Hairdresser, who desires to improve their permanents.

Yours truly,

Marshall Justis

This original letter, which is entirely unsolicited, may be seen at our office, at any time. It is only one of many that we receive each day.

Numerous Hairdressers who are using PERMOLA are sending us most gracious letters. After using lotion, apply PERMOLA on Bleached, Dyed or Broken Ends, and see the soft ringlets, and beautiful lustre, when it is finished. Results are positively amazing.

Sold with money back guarantee. You are the sole judge.

With every coupon clipped from the bottom of this advertisement and sent to us with one dollar enclosed, we will send you a large sample jar of PERMOLA, (enough for 60 to 80 treatments). After using it, if you are not satisfied with the results, return the jar to us, and your dollar will be refunded.



HAIR RESEARCH
LABORATORIES, Inc.
11 West 42nd Street
NEW YORK, N. Y.

Hair Research Labs., Inc.,
11 West 42nd Street, New York, N. Y.
GENTLEMEN:

Enclosed please find one dollar for a large jar of PERMOLA.
I understand that if I am not satisfied with the results after I have used it, that you will refund my money when I return the jar.

Name
Address
City State
My jobber is

*Mary Rupp 561 1/2 June Ave
Akron Ohio
ARBERTON, OED*

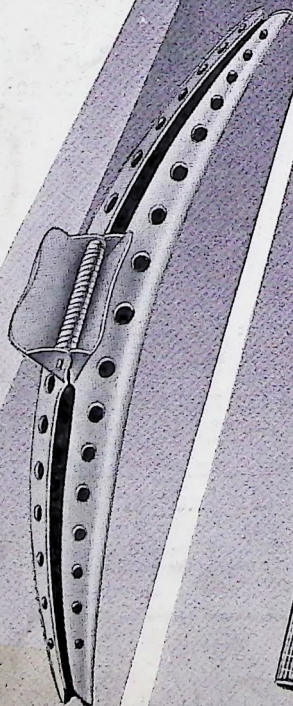
Let SOLO help you

Glorify the
American Curl

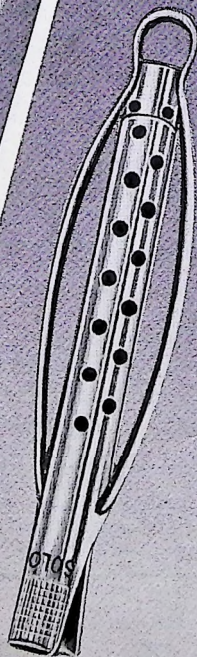
Curls ... gloriously beautiful curls are your best advertisement. Make them the easy way ... the modern way ... the way thousands of smart shops are doing ... with Solo Curlers. Your operators will notice Solo's many superiorities quickly. You, too, will recognize their merits when you see the glorified heads of your satisfied customers.

SOLO STREAMLINE
WAVE CLIP 40c. per dozen
SOLO SPRING LOCK
CURLER 40c. per dozen
Available in all sizes

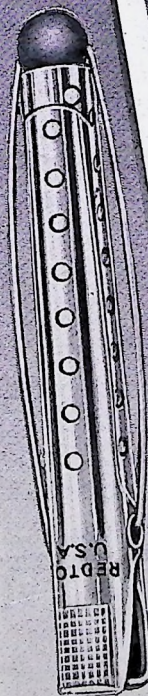
SOLO RED TOP CURLER
40c. per dozen
SOLO JUNIOR RED TOP
CURLER 30c. per dozen
Available in all sizes



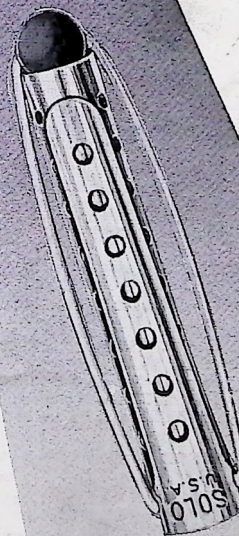
SOLO
STREAMLINE
WAVE CLIP



SOLO
SPRING LOCK
CURLER



SOLO
RED TOP
CURLER



SOLO
JUNIOR RED TOP
CURLER

ORDER FROM YOUR JOBBER TO-DAY!

HAIR NET PACKERS INC. ; 395 FOURTH AVENUE, N. Y. C.